

NORTH ATLANTIC ARTS ALLIANCE BREWS AND BLUEGRASS SPONSORS SUMMER 2023

The mission of the North Atlantic Arts Alliance is to enrich our rural Maine communities by supporting arts performance and education opportunities, as well as the values of community, equity, and sustainability.





The Brews & Bluegrass Stage is our late night showcase stage where artists participate in all star jams and attendees dance and enjoy delicious Maine crafted beverages. Funds from sponsorships support our children's music education programs, scholarships to our music camps and our free ticket program for local residents. All donations are tax deductible.



2023 Brews & Bluegrass Sponsorships

Keg donation program:

We work with Maine breweries and fermentors each year to provide a magical offering of delicious beverages for our attendees. We offer a 1:1 match where each keg donated is matched by a purchased keg. A minimum of 2 1/2 barrels is required for participation in the program. Sponsors receive:

- Full listing on website, program
- Blasts on email list, social media and by emcees at event
- Charitable contribution letter from our 501c3

******we can also trade tickets to the event rather than purchasing product, and every partnership comes with 1 4-day pass.

Additional Sponsorship Opportunities:

Greenroom Sponsorship (please ask for details)

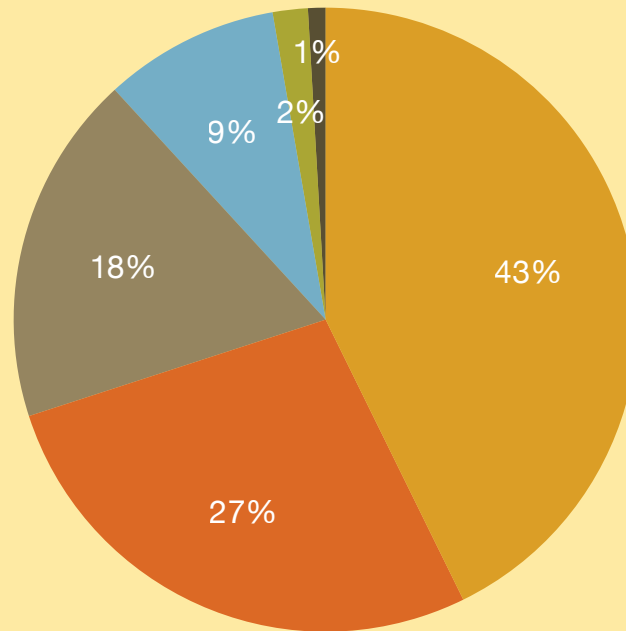
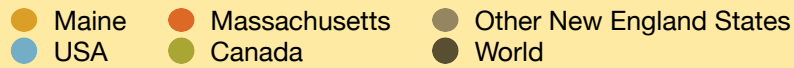
Stage banner 'official presenter' of the stage: \$500

Exterior fence banner: \$250

Cup sponsor: \$500 (all reusable cups w/ your logo)

Single Use Cup Sponsor: Provide us with cups printed with your company logo (5,000 cup order) must be compostable!

Event Demographics:



Our social media and event customer base is equally split between men and women, and can be split into three major demographics:

- Ages 50+
- Families with children under the age of 16
- Professional millennials

Our customer base is active, experience seeking, outdoor enthusiastic, creativity oriented, and aligns with brands that are associated with sustainability, craftsmanship, family, and creativity. Our events see 5,000+ attendees per day, and the majority of attendees are on vacation, and plan to continue their journey in Maine. Our emails have a 40% open rate, and social media blasts reach up to 15,000/month.